

**Lake County
Market Data**

Employment Industry

| | |
|-------------------------|-------|
| Professional, Technical | 5.8% |
| Proprietors, Managers | 9.4% |
| Clerical | 9.6% |
| Blue Collar | 10.0% |

Home Value

| | |
|------------------|-------|
| Under \$100K | 29.1% |
| \$100-\$199,999K | 38.0% |
| \$200-\$299,999K | 18.6% |
| \$300K+ | 14.4% |

Household Income

| | |
|----------------|-------|
| Under \$25K | 19.6% |
| \$25-\$49,999K | 42.2% |
| \$50K+ | 38.3% |

Age Demographics

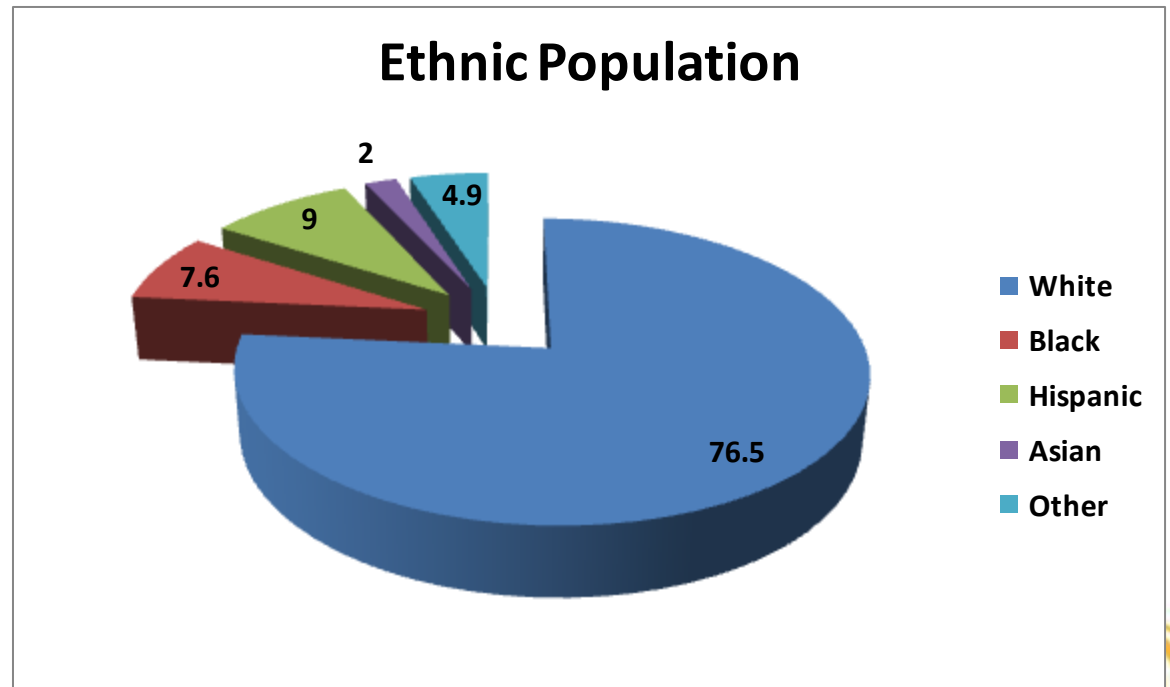
| | |
|-------|-------|
| 18-34 | 20.9% |
| 35-54 | 30.4% |
| 55+ | 48.7% |

DMA Market Rank: 19

County Cable Penetration: 62%

Education Breakdown

| | |
|-----------------|-------|
| H.S. Grad | 39.2% |
| Some College | 27.4% |
| College Grad. | 16.2% |
| Advanced Degree | 7.1% |



Lake zip codes with City names listed

| | | | |
|-------|----------------|-------|--------------------|
| 34748 | Leesburg | 32736 | Eustis |
| 34711 | Clermont | 32776 | Sorrento |
| 32159 | Lady Lake | 34756 | Montverde |
| 32162 | Lady Lake | 32735 | Grand Island |
| 32757 | Mount Dora | 34737 | Howey in the Hills |
| 34788 | Leesburg | 34797 | Yalaha |
| 32726 | Eustis | 34762 | Okahumpka |
| 32778 | Tavares | 34755 | Minneola |
| 32784 | Umatilla | 34729 | Ferndale |
| 34736 | Groveland | | |
| 34731 | Fruitland Park | | |
| 34715 | Clermont | | |
| 34753 | Mascotte | | |

Marion County

Market Data

Employment Industry

| | |
|-------------------------|-------|
| Professional, Technical | 1.1% |
| Proprietors, Managers | 10.8% |
| Clerical | 10.2% |
| Blue Collar | 6.8% |

Home Value

| | |
|------------------|-------|
| Under \$100K | 34.2% |
| \$100-\$199,999K | 29.3% |
| \$200-\$299,999K | 16.9% |
| \$300K+ | 19.5% |

Household Income

| | |
|----------------|-------|
| Under \$25K | 20.6% |
| \$25-\$49,999K | 37.3% |
| \$50K+ | 42.1% |

Age Demographics

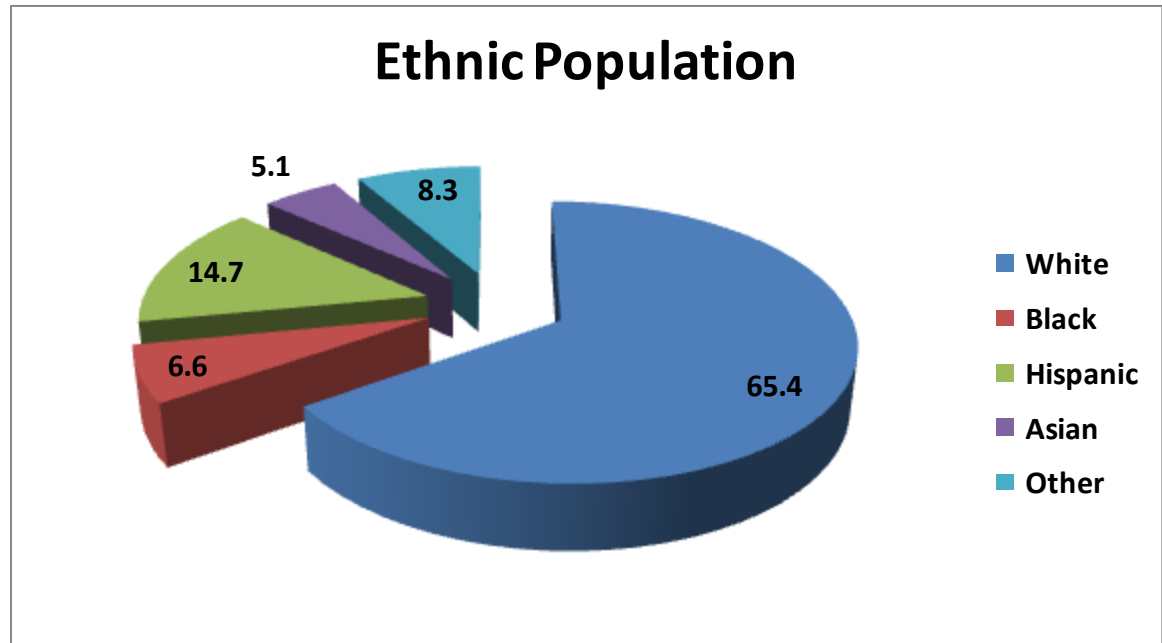
| | |
|-------|-------|
| 18-34 | 23.5% |
| 35-54 | 26.9% |
| 55+ | 57.0% |

DMA Market Rank: 19

County Cable Penetration: 49%

Education Breakdown

| | |
|-----------------|-------|
| H.S. Grad | 37.6% |
| Some College | 34.4% |
| College Grad. | 15.1% |
| Advanced Degree | 5.0% |



Marion zip codes with City names listed

| | | | |
|-------|----------------|-------|------------|
| 34476 | Ocala | 34475 | Ocala |
| 34471 | Ocala | 32179 | Ocklawaha |
| 34481 | Ocala | 32113 | Citra |
| 34472 | Ocala | 32195 | Weirsdale |
| 34491 | Summerfield | 32134 | Fort McCoy |
| 34482 | Ocala | 32134 | Candler |
| 34420 | Bellevue | 32183 | Ocklawaha |
| 34480 | Ocala | 34421 | Bellevue |
| 34473 | Ocala | | |
| 34474 | Ocala | | |
| 34488 | Silver Springs | | |

**Sumter County
Market Data**

Employment Industry

| | |
|-------------------------|-------|
| Professional, Technical | 15.4% |
| Proprietors, Managers | 5.1% |
| Clerical | 3.8% |
| Blue Collar | 42.5% |

Home Value

| | |
|------------------|-------|
| Under \$100K | 40.4% |
| \$100-\$199,999K | 41.4% |
| \$200-\$299,999K | 15.6% |
| \$300K+ | 3.0% |

Household Income

| | |
|----------------|-------|
| Under \$25K | 10.1% |
| \$25-\$49,999K | 29.6% |
| \$50K+ | 60.4% |

Age Demographics

| | |
|-------|-------|
| 18-34 | 10.5% |
| 35-54 | 19.0% |
| 55+ | 70.5% |

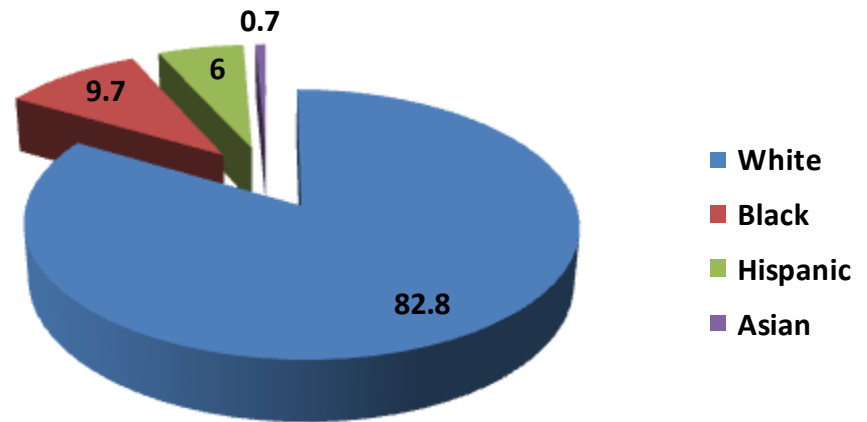
DMA Market Rank: 19

County Cable Penetration: 61%

Education Breakdown

| | |
|-----------------|-------|
| H.S. Grad | 68.9% |
| Some College | 19.7% |
| College Grad. | 5.1% |
| Advanced Degree | N/A |

Ethnic Population



Sumter zip codes with City names listed

| | |
|-------|------------------|
| 34785 | Wildwood |
| 33513 | Bushnell |
| 33538 | Lake Panasoffkee |
| 33597 | Webster |
| 34484 | Oxford |
| 33514 | Center Hill |
| 33585 | Sumterville |
| 33521 | Coleman |